

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Barry Goldsmith on 11/26/08.

The application has been amended as follows:

SA
12/11/08
In claim 9, line ⁶~~8~~, after the word "determining", and before the phrase "whether title", insert the following: "using the computer".

In claim 25, line 6, after the word "determining", and before the phrase "a price", insert the following: "using the computer".

In claim 17, line 1, after the phrase "A computer program product", and before the word "having", insert the phrase "embodied on a computer readable medium,".

Allowable Subject Matter

2. Claims 1-25 are allowed.
3. Since allowable subject matter has been indicated, applicant is encouraged to submit formal drawings in response to this Office Action. The early submission of formal drawings will permit the Office to review the drawings for acceptability and to